Social Media For Researchers

**G: Social media analytics**

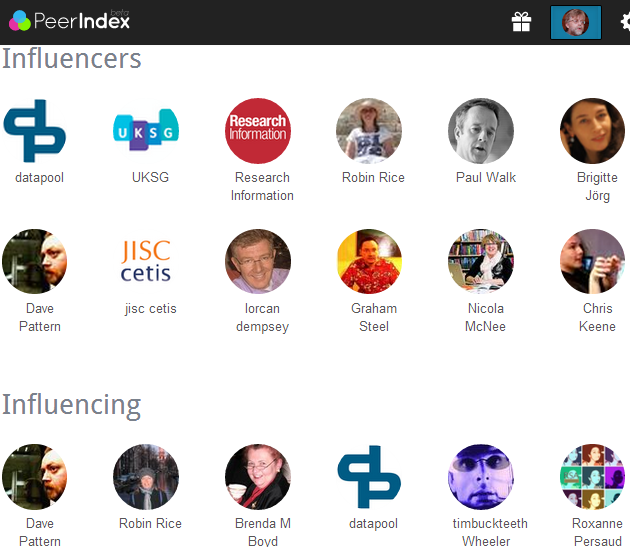
G2: Using PeerIndex

**What is it?** PeerIndex is a social media analytics service.

**Why bother?** Having a PeerIndex account can provide an indication of your engagement with others on Twitter and how your use compares with your peers.

**Risks**: Low risk. Can be deleted if not wanted. However you should think carefully before uploading papers to the service due to issues such as copyright infringement and fragmentation of access to your papers.

Exercise 1: Familiarisation

**Figure 1: A PeerIndex profile**

G2.1 View a PeerIndex profile such as the one available at http://www.peerindex.com/  
briankelly.

G2.2 Scroll down and see details of influencers influencing as shown in Figure 1.

Exercise 2: Registering

G2.3 Go to the PeerIndex home page Then sign in using your Twitter ID.

Exercise 3: Finding Our More

G2.4 Go to PeerIndex’s Twitter account at http://twitter.com/peerindex Read the biographical details which summarises the service’s role.

G2.5 Read more about PeerIndex on Wikipedia.

Exercise 4: Changes to the Service

G2.6 Read the blog post at http://ukwebfocus.wordpress.com/2011/06/28/ about how PeerIndex was used to compare Twitter rankings for Russell Group universities.

G2.7 Click on the links to PeerIndex scores. Notice how these findings are no longer available.

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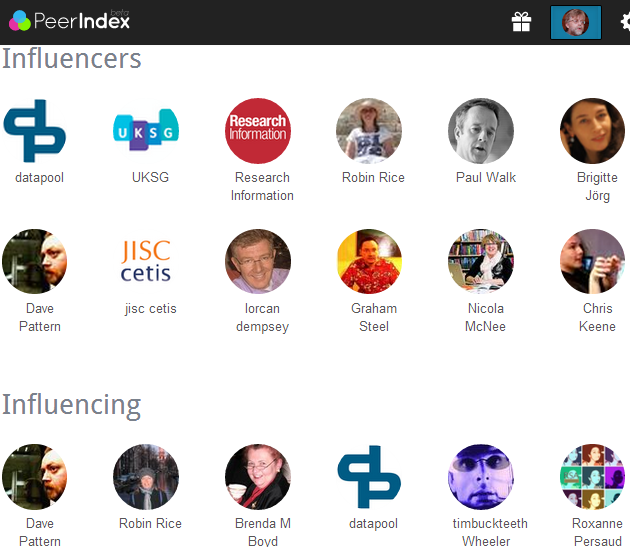
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Using PeerIndex

How easy was it to create a PeerIndex account? Why would you wish to create and use PeerIndex?

Limitations

What limitations do you feel PeerIndex has?

Questions and Comments

Make a note of any questions and comments you have about PeerIndex.

Further Information and Useful Links

For further information on PeerIndex see:

* *PeerIndex*, Wikipedia, <https://en.wikipedia.org/wiki/PeerIndex>
* *Social Analytics for Institutional Twitter Accounts Provided by the 24 Russell Group Universities*, B. Kelly, UK Web Focus blog, 3 Aug 2012, <http://ukwebfocus.wordpress.com/2012/08/03/social-analytics-for-institutional-twitter-accounts-provided-by-the-24-russell-group-universities/>
* *Social Analytics for Russell Group University Twitter Accounts*, B. Kelly, UK Web Focus blog, 28 Jun 2011, [http://ukwebfocus.wordpress.com/2011/06/28/  
  social-analytics-for-russell-group-university-twitter-accounts/](http://ukwebfocus.wordpress.com/2011/06/28/social-analytics-for-russell-group-university-twitter-accounts/)

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